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## Professional Bachelor's degree in Media Production and Management

Studies in Media Production and Management provide you with the skills to manage media processes from idea to production. This position involves having an overview of the entire process, at the same time as taking into consideration the creative ideas, the economic requirements and the technological possibilities. The goal of the studies is to enable you to analyze complex problems so that you can organize and implement projects in media operations.

The studies enable you to acquire skills within communication, management, marketing, pre-media production, media production and media technology. You will work across subject areas in project work that is conducted in close contact with the industry.

A Professional Bachelor's degree in Media Production and Management would qualify you for positions such as:

- Project coordinator or project manager within advertising, communication and the web
- Internal consultant, for example with LEGO or other major Danish businesses
- Order controller, order processor and facilitator for production operations such as printers and book binders

This is a three-year, full-time course spread over six semesters, and is equivalent to 180 ECTS credits.

*Head of Studies for Media Production and Management is Michael Bach Nielsen, who is a graduate from the Graphic Arts Institute and the Copenhagen Business School within Finances and Management.*